

City Manager's Report on Taxicab Issues:

Late Backup

Resolution No. 20100225 – 060

Resolution No. 20100527 - 055

Gordon Derr, P.E., Assistant Director
Austin Transportation Department
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Council Resolution on Vehicles for Hire

- Council passed resolution # **20100225-060** following action to increase taxi fares
- Topics include:
 - Flat rate from airport to downtown/UT, CBD
 - Boundaries for Downtown and UT
 - Clean-up fee for passenger incidents
 - Additional downtown taxi stands
 - Additional drop-off/pick-up locations
 - Other issues that arise

2nd Council Resolution on Vehicles for Hire

- Council passed resolution # **20100527 - 055**
- Topics include:
 - Taxicab Franchise performance indicators
 - Capping fees charged by franchise holders
 - Revised method to renew franchises
 - Various procurement options
 - Methods to achieve City goals
 - Integration of key performance measures

UTC and Staff Resources

- **Urban Transportation Commission**
 - Dustin Lanier
 - Boone Blocker
- **Austin Transportation Department**
 - Morris Poe
 - Joe Tower
 - Marcy Cardona
 - Lee Austin, P.E.
 - Gordon Derr, P.E.
 - Steve Grassfield
- **Corporate Public Information Office**
 - Larry Schooler

UTC and Staff Task Force Goals

- Taxi service provides safety, convenience, and value, while respecting the needs of the drivers, riders, and franchise holders
- Create incentives for effective operations and appropriate City oversight
- Identify high value short term pilots and long term adjustments

A Look at Current Activity

Types of services and number of vehicles:

- Limousine: 44 companies; 192 vehicles
- Charter: 31 companies; 65 vehicles
- Pedicab: 16 companies; 187 vehicles
- Taxicab: 3 companies; 669 vehicles
- Horse-drawn carriage: 3 companies; 13 vehicles
- Touring: 2 companies; 2 vehicles
- Airport Shuttle: 1 company; 37 vehicles

Taxi Service Comparison Fares

Fare Comparison

| <u>City</u> | <u>6-Mile Trip Fee*</u> |
|-------------|-------------------------|
| Austin | \$14.85 |
| Dallas | \$12.85 |
| Fort Worth | \$12.85 |
| Houston | \$13.00 |
| San Antonio | \$14.55 |
| Portland | \$16.00 |
| Seattle | \$17.25 |

*Adjusted for cost of living

Taxi Service Comparison

Cab Ratio

Per Capita Availability

| <u>City</u> | <u>Population</u> | <u># Cabs</u> | <u>Ratio</u> |
|-------------|-------------------|---------------|--------------|
| Dallas | 1,400,000 | 2,022 | 1:692 |
| Seattle | 602,000 | 673 | 1:895 |
| Houston | 2,300,000 | 2,270 | 1:1013 |
| Austin | 783,295 | 669 | 1:1170 |
| San Antonio | 1,400,000 | 883 | 1:1585 |
| Portland | 575,000 | 382 | 1:1505 |
| Fort Worth | 736,200 | 300 | 1:2454 |

Recommendations

UTC and Staff have developed recommendations based on input from stakeholders, and research of policies from other cities

- Recommendations include **3** categories:
 - **No action**
 - **Immediate action**
 - **Long term study/future action**

No Action Recommended

- Flat rate zone fares
- Alternating day access to ABIA
- City arbitration in driver termination
- Insurance coverage provided by franchise
- Require drivers to process credit/debit payments through franchise holder

Immediate Action Recommended

- **Minimum fare for trips departing ABIA**
 - 4-mile trip plus airport surcharge (\$11.65)
 - Designating distance allows for rate increases without Council action
- **Clean-up fee**
 - Add \$0.10 to drop fee per trip. Drivers keep additional revenue for cleanup

Immediate Action Recommended

- **Additional taxi stands**
 - near primary downtown entertainment venues
 - Reduce traffic, emissions
- **Design downtown way finding system**

Immediate Action Recommended

- **Low Speed Vehicles in City Code**
 - Address pedi-cab regulations and operations
 - Address emerging Low Speed Vehicles and rental vehicles using Right of Way
- **Develop/evaluate changes to franchise & permit approval process**

Additional Study Recommended

- Taxical performance indicators franchise agreements
- Growth in fees charged by franchise holders
- Incentives for hybrids
- City/franchise agreements to achieve goals
- Permit allocation between franchises
- Integrate performance measures for continued franchise authorization
- Mobile or portable permits

Toward the Future: Potential Performance Measures

It is important to develop guidelines to measure company performance, driver's satisfaction, and a measure of the service provided

Toward the Future: Potential Performance Measures

- Total number of trips per cab/hour
- Driver appeal process available
- Availability of health/injury insurance
- Response time to dispatched trips
- # of validated customer complaints per permit
- % of fleet that is wheelchair accessible
- Accident rate per permit
- % of employee drivers
- % of independent contractor drivers

Toward the Future:

Potential Performance Measures

- Experienced driver turnover- transfers to other companies
- Average fleet fuel mileage
- Change in fees charged to drivers
- Average age of vehicles
- Number of failed inspections
- Franchise generated trips per cab/hour
- Total number of trips per cab/hour
- # of City code violations (driver & franchise)

Next Steps

- Recommendation is for Staff and the UTC to move forward with the stakeholders and develop a profile for best franchise holder practices
- Prepare change to fee ordinance, ABIA minimum, and clean-up
- Implement downtown stands and signage
- Draft changes to city code section on vehicles for hire